

Abstract

The Bachelor's thesis entitled „Representation of Childhood in Advertising of Nonprofit Organizations“ deals with the representation of children in advertisements, and in the advertising of nonprofit organizations in particular. The theoretical part defines childhood as a social construct, outlines the social perception of the construction of childhood from two contrasting perspectives; it puts the relationship between the child and the adult in historical context and highlights the symbolism and connotations associated with the child. The thesis provides a theoretical view on the use of childhood as a motif in both commercial and non-commercial advertising.

The research part focuses on visual advertising messages of non-profit organizations that emerged in the Czech media (particularly in the press, television, outdoor advertising and on the Internet) between 2010 and 2012. Selected advertisements are subject to the qualitative visual analysis which aims to describe and compare the method of presenting the motif of childhood and its insertion within the emotional context.